

## ABSTRACT

On an information record medium, there are recorded a plurality of still picture information and information on a transition effect during successive reproduction of the plurality of still picture information. As the transition between still pictures reproduced successively, it is possible not only to perform a normal transition in which after display of one still picture is ended, display of the next still picture is started, but also a cross transition in which the display end of one still picture and the display start of the next still picture can be performed concurrently. During successive reproduction of the still picture information, the transition effect information recorded corresponding to each still picture set is referenced so that each still picture is reproduced so as to produce the transition effect at switching of still pictures.